

ATTORNEY'S DOCKET NO.

09/922,348-0224PTUS

PATENT APPLICATION

Serial No. 09/922,348

DEC 03 2007

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the Application of:

Borger et al.

Serial No. 09/922,348

Filed: August 3, 2001

Examiner: Chankong, Dohm

Group Art Unit: 2152

Confirmation No.: 7283

For: SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS FOR
INTEGRATING ADVERTISING WITHIN WEB CONTENT

Mail Stop Amendment
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

RESPONSE

In response to the Office Action of May 30, 2007, Applicants amend and request reconsideration of the application for the reasons set forth below.